

To: Keeney, David, 1645 - Buffalo Chain (VICKERB)
From: Campbell, Judy
Edited: 6/25/98 9:25
Subject: SUPERMARKETS: DORAL SEPT #801315

The next Supermarket Promotion (doral Price Check Jackpot - w/.40¢ Off next 2-PK Purchase) is scheduled to ship to direct accounts 8/17/98. (Refer to 3rd Quarter Work Plan for additional details).

Therefore, I will need updated Supermarket information by 7/13/98. Based on previous projections, Doral promoted product has been allocated as follows:

1642: D. KEENEY (Provide Supermarket List 7/13/98)

19 CASES EACH STYLE
570 DISPLAYS

1645: R. M. DUSZYNSKI: (Provide updated Store List 7/13/98)

TOPS / VIX

FINAST

180
6 *CASES EACH STYLE (90 DISPLAYS)
3 *CASES EACH STYLE (180 DISPLAYS)
90

Any questions, let me know.
Judy

CC: Tanchyk, R, Mclean, James J., Cook, Bruce A., Zecca, Anthony, Jurgensen, Kurt T., MacWilliams, Lori

Rence -
Will Finast be
participating? (Pitts needs
to order for them). If 7/13/98
doesn't work for response (w/vacation),
respond whenever you are able;
will move distribution accordingly.

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DORAL Supermarket Promotions - Second Quarter

| Region | Chain | # Stores | # DORAL SKUs |
|--------------------|----------------------|--------------|--------------|
| 1100 Boston | Hannaford Brothers | 150 | 300 |
| 1600 Buffalo | 1645 Tops | 68 | 136 |
| | 1645 Finast | 44 | 88 |
| | 1645 Vix | 11 | 22 |
| | 1642 Bi-Lo | 70 | 140 |
| | 1642 Big Bear | 83 | 166 |
| | 1642 Quality | 43 | 86 |
| | 1642 P & C | 65 | 130 |
| | 1642 Insalaco | 29 | 58 |
| 1700 Pittsburgh | Riser Foods | 38 | 76 |
| | Giant Eagle | 50 | 100 |
| | Giant Foods | 80 | 160 |
| | Weis Markets | 150 | 300 |
| 1800 Cincinnati | Marsh | 85 | 170 |
| Total NESA | | 966 | 1,932 |
| 2100 Winston-Salem | Bi-Lo | 257 | 514 |
| | Ingles | 198 | 396 |
| | Food City | 66 | 132 |
| | Lowe's | 56 | 112 |
| | Food Lion | 898 | 1,796 |
| 2200 Atlanta | Bruno's | 45 | 90 |
| 2900 Richmond | Farm Fresh | 36 | 72 |
| Total SSA | | 1,556 | 3,112 |
| 5400 S. California | Von's | 335 | 670 |
| 5600 Seattle | Albertson's* | 0 | 0 |
| | Safeway-Seattle | 176 | 352 |
| | Safeway-Denver | 114 | 228 |
| | Safeway-Portland | 105 | 210 |
| | Safeway-Phoenix | 80 | 160 |
| 5800 Houston | H. E. Butt | 230 | 460 |
| Total WSA | | 1,040 | 2,080 |
| 6200 Chicago | Fareway | 65 | 130 |
| | Hy-Vee | 168 | 336 |
| 6600 Denver | Dillons | 66 | 132 |
| | Dillons-Gerbes | 22 | 44 |
| | Consumer Bogarts | 42 | 84 |
| | Town & Country | 45 | 90 |
| | Ramey's | 30 | 60 |
| | Bakers | 19 | 38 |
| | Sixth Street Markets | 12 | 24 |
| | United Supermarkets | 24 | 48 |
| | Beachlers | 6 | 12 |
| | No Frills | 9 | 18 |
| | B & F Foods | 11 | 22 |
| | Smitty's | 8 | 16 |
| | Woods | 8 | 16 |
| | Super H | 11 | 22 |
| | Bratton Foods | 10 | 20 |
| 6700 Detroit | Meijer | 57 | 114 |
| | Sun Mgmt. | 14 | 28 |
| 6900 St. Louis | Kroger Nashville | 80 | 160 |
| | Dierbergs | 16 | 32 |
| | Niemann | 24 | 48 |
| | Shop'n Save | 32 | 64 |
| Total MWSA | | 779 | 1,558 |
| TOTAL | | 4,341 | 8,682 |

* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD
 Minneapolis Region - Supermarket Chains not participating.

nj001/ccs
 1/13/98

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